



Thiago Silva: more than a football player, a TB champion

Submitted by Stop TB Partnership Brazil.

The National TB Control Programme, Brazilian Ministry of Health has launched a national tuberculosis campaign in August 2015 featuring TB Ambassador Thiago Silva, famous Brazilian footballer.

As previous years, the national campaigns have been improved and adapted to the Brazilian context. Last year, famous singer Thiaguinho made public his TB diagnosis and treatment, followed to cure, and starred in the National Campaign. His popularity had helped to spread the message through the different means of social media.

This year, messages will not focus on the control and the traditional message 'of cough may be TB' but the campaign will express that TB still exists and it can be cured. It will bring an important change, emphasizing on the elimination, instead of the customary control of the disease at the national level.

In 2015, the campaign raised a 'TB ambassador' Thiago Silva, world known Brazilian football player, who had the disease and got cured. Thiago expresses the importance of the early diagnosis of TB and adhering to treatment.

There will be distribution of information materials to the all healthcare units, besides the usage of internet based social media and the broadcasting of a film and a radio spot piece, with the players image. The hashtag for this year's campaign is **#TBtemcura**, or TB has cure.

#TBTEMCURA

No ano de 2013, a Secretaria de Vigilância em Saúde registrou 73.577 novos casos de tuberculose. No mesmo ano, houve 4.577 óbitos em decorrência da doença. Em 2010, morreram sete vezes mais pessoas por tuberculose que por dengue. A tuberculose existe sim e é preciso se proteger.

Por isso, o Ministério da Saúde e o SUS chamaram o atleta Thiago Silva para reforçar que, se você tosse por mais de 3 semanas, procure uma Unidade de Saúde e faça o teste grátis. Em caso positivo, o tratamento também é oferecido gratuitamente e não pode ser interrompido até alcançar a cura. Previna-se, divulgue o tratamento e apoie quem tem a doença.

Juntos venceremos a tuberculose.

[CLIQUE AQUI E SAIBA MAIS](#)

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